



Winter 2005 Newsletter

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Director's Message

As we start the New Year, I want to thank all of our clients and partners whom we have served in 2005, developing over 181 international transactions worth over \$30 million to exporters in the States of Pennsylvania and Delaware.

Our objective – to help U.S. suppliers find buyers overseas- is the core of what we do and is essential to successful businesses. Continuing globalization has changed the landscape of the business, from trade finance to third party competition.

Our USEAC trade professionals deliver industry knowledge and cutting edge industry-specific trade programs to serve the region's top tier industries such as information & communications technology, environmental technologies, energy & power, healthcare, aerospace & defense, and education & training. Serving the most active exporters in the Eastern Pennsylvania counties and the entire State of Delaware, the Philadelphia USEAC has adapted to meet the new challenges of international business, as seen in our new industry focus for 2006.

Outreach with the Mid-Atlantic District Export Council (DEC) and local trade partner

agencies has focused on topical issues from doing business in the CAFTA region to export documentation and compliance.

We have invigorated our contacts with women and minority-owned businesses to encourage exporting, all the while focused on our clients' bottom line: making sustainable sales overseas. Whether you are a traditional client or a new exporter, we look forward to working with you in 2006.

Best Regards,
Tony Ceballos
Director

Recent Trade Leads

Purchase of Transmitters and Transceivers

Chennai, India: Icon Trading and Technologies Services is interested in purchasing various amounts of specific Transmitters & Transceivers. **For more information contact**
Samuel.Cerrato@mail.doc.gov

Water/Wastewater Equipment

Manila, Philippines: Philippine Hydro Inc. is seeking U.S. suppliers of the following water and wastewater products:
(1) modular water recovery/water reclamation systems for industrial plants

(2) modular trickling filter for treatment of industrial wastewater. **For more information contact** Janice.Barlow@mail.doc.gov

Tender for Large Procurement of Transport Vehicles

Riga, Latvia: Latvian State Border Guard's Main Administration has announced a major purchase of transport vehicles within the project on 'improving the mobile border patrolling system by use of land-rovers, snowmobiles, quadricycles and powerboats'. The purchase consists of over 300 transport vehicles. Deadline for bids is January 30. **For more information contact** Amy.Ryan@mail.doc.gov

Procurement of Connectors for SU-30MKI Aircraft

Mumbai, India: Hindustan Aeronautics Limited (HAL), a premier state-owned aeronautical industry, would like to procure various types of connectors and Cover MIL-C26482 Series III for SU-30MKI aircraft production. HAL invites quotation from USA companies manufacturing these connectors or directing them to their dealers in India. **For more information contact** Paul.Gaspari@mail.doc.gov

Home Healthcare Products

Santo Domingo, Dominican Republic: Medi-Equipos S.A., a Dominican importer and distributor of home healthcare medical products, is interested in American suppliers of the following products: package medication aids (pill boxes both for drugs and vitamins, tablet splitters, etc.); foot care aids (insoles, heel cushions, etc.); mobility aids (canes, walkers). **For more information contact** Stephanie.Bernard@mail.doc.gov

These leads are only a sample. For more information, please contact a Trade Specialist at **(215) 597-6101**.

American Trading Centers Initiative Expands Our Services in China

With the American Trading Centers (ATC) Initiative, the US Commercial Service can now offer our clients greater access to the Chinese Market. Through a Memorandum of Understanding signed between the U.S. Department of Commerce's International Trade Administration (parent agency of US Commercial Service) and the China Council for the Promotion of International Trade (CCPIT), clients will get the quality trade promotional support of the US Commercial Service in 14 key Chinese business centers including Dalian, Harbin, Shenzhen,

Nanjing/Jiangsu Province, and Xi'an/Shaanxi Province.

The CCPIT, recognized as a nongovernmental organization by the UN, consists of both private and public sector representatives working to promote the development of economic and trade relations between China and other countries. The ATC Initiative does not form physical centers; rather it forms a virtual network linking the US Commercial Service offices in five U.S. Diplomatic Missions to the resources of CCPIT. International trade professionals from CCPIT will serve as points of contact to one of 5 Commercial Representatives at each of our offices. These Commercial Representatives will travel to ATC cities to introduce US companies to local and regional officials and businesspeople, and will work with the CCPIT professional to provide the same US Commercial Service quality assistance companies expect anywhere else in the world.

If your company is considering the Chinese market use our self-assessment tool called "Are you China Ready?" developed by the China Business Information Center; the tool can be accessed at

http://www.export.gov/china/assisting_us_exporters/areyouchinaaready.asp

When your company is ready to go to China, call the Philadelphia U.S. Export Assistance Center to discuss ways in which we can help you enter the market through our 5 offices or the new American Trading Centers Initiative.

U.S. – Bahrain FTA Passed by Senate and Congress

Both the House and Senate have passed the U.S.-Bahrain Free Trade Agreement, and it is now on to President Bush for signature. This agreement will mark the U.S.'s third Free Trade Agreement with an Arab country (Morocco, Jordan being the others).

The day this agreement goes into effect, 100% of US consumer and industrial products along with 81% of US agricultural goods will enter Bahrain duty free. In addition, Bahrain will open its services market wider than any previous FTA partner, streamline digital trade, protect intellectual property, facilitate government procurement, and provide for effective enforcement of labor and environmental laws.

This new trade opening will expand opportunities for exports of aircraft, machinery, vehicles, pharmaceutical and

agricultural products such as meats, fruits and vegetables, cereals, and dairy products.

To learn more about this and other FTAs, please visit <http://www.export.gov/fta/>

Market of the Month – The Netherlands



The Netherlands is a prosperous and open economy that is heavily dependent on foreign trade. The economy is noted for stable industrial relations, moderate

inflation, a sizable account surplus, and an important role as a European transportation hub. Industrial activity is predominantly in food processing (e.g. Unilever and Heineken), chemicals (e.g. DSM), petroleum refining (e.g. Shell), and electrical machinery (e.g. Philips).

Other important parts of the economy include international trade, banking and transport. The United States is the largest foreign investor in the Netherlands and has its largest bilateral trade surplus in the world with this country.



The Netherlands' strategic location, the relative ease of doing business, the high level of proficiency in English, and its world-class and user-friendly

transportation and distribution infrastructure make the Netherlands an ideal market and European operations location for U.S. companies. Over 160 million consumers (roughly one third of the population of the expanded European Union of 25 Member States) reside within a 300-mile radius of Rotterdam.

Best U.S. Export Prospects:

*Automotive Parts and Accessories
Construction Equipment (Bathroom Equipment)
Computer Services/Computer Software
Environmental Products
Medical Equipment
Safety and Security Equipment and Systems
Telecommunications Equipment
Telecommunication Services
Transport and Distribution Services*

**To learn more about the Dutch market,
join us for "The Netherlands: Video**

Market Briefing, Product Review, & Your European Supply Chain" – find out the potential for your product & how to distribute it!

<http://www.buyusa.gov/philadelphia/netherlands.html>

Environmental Technologies Webinar Series on China and Southeast Asia

Do you want to know how federal and provincial government regulators in China make decisions and enforce regulations? Interested in how to tap projects in Southeast Asia funded by the Asian Development Bank? These are just some the questions that will be covered in the upcoming Environmental Technologies Webinar Series on January 12 and 19. This series will include industry specialists from private and public organizations, and will be conducted in an interactive classroom style.

The webinars preview two important events – the U.S. Department of Commerce's Trade Mission to Southeast Asia in April, and the U.S. Pavilion at Pollutec China in March. The U.S. Department of Commerce's Environmental Technologies Trade Mission to Kuala Lumpur, Bangkok, and Manila offers a cost-effective way to meet pre-screened business contacts, prospective agents, distributors, partners, and end-users. Pollutec China is becoming a leading environmental industry show, and in 2006, a U.S. Pavilion package will be offered and all U.S. Companies can enjoy the benefits of support from the U.S. Commercial Service in Shanghai.

For more information on any of these events please contact:

Janice.Barlow@mail.doc.gov

Senior Commercial Officer, Mitch Larsen, Offers 2 CAFTA Briefings

The Philadelphia Export Assistance Center will be offering two opportunities for clients to learn about the recently passed Central American Free Trade Agreement from Senior Commercial Officer responsible for operations in Guatemala and Honduras, Mitch Larsen.

Mr. Larsen brings a wealth of experience and knowledge to companies in the area. After serving as a regional sales manager for two companies in the private sector, Larsen began his career with the Department of Commerce. He is currently on his third tour of duty serving in the U.S. Embassy in Guatemala

U.S. Department of Commerce – U.S. Commercial Service

<http://www.buyusa.gov/philadelphia>

City. Having arrived to this post in 2003, Mr. Larsen has been involved in extensive outreach to American companies of this vital FTA, including full involvement in all aspects of Secretary Carlos Gutierrez's successful trade mission this past October.

In his two Philadelphia appearances, Larsen will give an overview of the Central American market including the implementation and benefits of the CAFTA-DR. He will be speaking at a luncheon at the Lehigh University SBDC on January 12 and a Free Trade in the Western Hemisphere Seminar on January 13.

For details on either event, please contact Stephanie.Bernard@mail.doc.gov or call 215-597-6115.

You didn't miss out– Still time to Access Arab Health 2006!

The Middle East medical market is estimated at more than US\$84 billion, and opportunities continue to develop with the construction of new hospitals and clinics, and an effort by governments to modernize current facilities. This market is growing, and U.S. products are in high demand.

There's still time to access this growing market without traveling – join the U.S. Commercial Service's Arab Health Catalog show. We will display and promote your literature at a show known for good business. Get contacts you can leverage for market intelligence and potential sales!

For more information please contact:
Stephanie.Bernard@mail.doc.gov

US Commercial Service Supports Education Fairs in Southeast Asia and the Gulf Countries

After September 11, countries such as the U.K., Canada, and Australia capitalized on the international student market as many thought they were not welcome for study in the U.S. To assist U.S. universities and colleges in their international recruitment, the U.S. Commercial Service will be supporting various American Educational Fairs including Linden's Southeast Asia tour in March 2006 and ISN's Gulf Countries tour in February 2006.

With more than 50% of international students in the U.S. coming from East and Southeast

Asia, it is easy to see why universities and colleges are looking for opportunities to recruit in this region. In addition, the 9.2% growth rate in China is keeping the Asian economies vibrant, which means students and parents are looking to the future, and highly valued U.S. degrees. The U.S. Commercial Service has certified and will be providing full logistical and promotional support to the Linden Southeast Asia tour in March 2006. Last year's tour attracted just over 2,300 students, and included networking opportunities for agents and recruiters.

Last year's Gulf tour brought over 70 colleges and universities to the International Student Network, Inc's American Education Expos in countries such as the United Arab Emirates, Kuwait, Bahrain, and Qatar in order to dispel the notion that these students are unwelcome in the U.S. In fact, the Dubai Expo drew thousands of students from this affluent region over a two-day expo. This year the U.S. Commercial Service will also support ISN's endeavor to increase recruitment from this region by offering logistical and promotional support to U.S. Universities and Colleges participating in ISN's certified education fairs.

For more information, please contact:
Amy.Ryan@mail.doc.gov

Trade Specialist Profile



Stephanie Bernard
Healthcare Technologies

Stephanie Bernard began working for the U.S. Department of Commerce's U.S. Commercial Service in St. Louis, Missouri in October of 2004. While there, Bernard supported five International Trade Specialists with the full range of USFCS services including client development and counseling, market research, contacts, and event coordination.

While at the St. Louis USEAC, Bernard's support assisted in over \$300,000 in sales for St. Louis small businesses. In addition, she arranged several successful video market briefings introducing companies to our overseas offices and their markets with face-to-face interaction, and coordinated

promotion and logistics for an event with U.S. Ambassador to Hungary, Bert Walker, and several Hungarian ministers.

In June 2005, Bernard arrived at the Philadelphia USEAC to serve as an International Trade Specialist with a primary focus on working with companies in the Healthcare Technologies sector including medical equipment, drugs/pharmaceuticals, veterinary, skincare and cosmetics.

Since June, Bernard has worked to do outreach with the healthcare community and looks forward to further assisting this sector. She has been supporting the USFCS efforts for the Arab Health show in Dubai at the end of this month, and serves on the organization's Healthcare Technologies Team. She is proud to be co-coordinator with Paul Gaspari of the upcoming Free Trade in the Western Hemisphere: CAFTA & NAFTA seminar.

Bernard graduated from Saint Louis University with a Bachelor's degree in Business Administration with a concentration in International Business, and minors in economics and German.

Upcoming Events

CAFTA Briefing & Luncheon January 12, 12-2pm Lehigh University SBDC \$35 includes lunch

Senior Commercial Officer responsible for Guatemala and Honduras, Mitch Larsen, will be doing a luncheon presentation on CAFTA's implementation and benefits as well as a briefing on the Central American market at the Lehigh University SBDC.

For Registration please call 610-758-3980.

Aerospace Executive Service (AES) at Asian Aerospace 2006 in Singapore February 20-26 \$3,000

Capitalize on Asia's leading showcase of aerospace technologies by joining AES where you'll get booth space, show ticket and exhibitor directory, 2-days of pre-screened appointments prior to the show, invitation to the Ambassador's reception, and market briefings!

For registration please call Paul Gaspari at 215-597-6104.

The Netherlands: Video Market Briefing, Product Review & Your European Supply Chain

**February 17, 9-11:30am
Philadelphia USEAC
\$25**

Meet the staff at The Hague face-to-face and get a comprehensive overview of the Dutch market. A Commercial Specialist will review your product, and make a preliminary evaluation as to how your products will do in the market, which you'll receive at the briefing. Finally, the Holland International Distribution Council, a private, non profit organization, assists U.S. based companies in setting up their European Supply Chain.

For registration go to
<http://www.buyusa.gov/philadelphia/netherlands.html>

ATA Carnet and Cargo Insurance Seminar February 2, 9-12pm New Castle County Chamber of Commerce \$35

This seminar will tell you all you need to know on making sure your cargo shipments are insured in case of disaster. In addition, learn the easy way to temporarily import and export your products for easy transport to trade shows.

For registration go to
<http://www.buyusa.gov/philadelphia/atacarnet.html>

Safety and Security Trade Mission March 17-23, 2006 Saudia Arabia & Egypt & Jordan (optional) \$1,995 for first rep, \$500 each additional

Border control and security is increasingly important in the region. Banks and corporations are concerned about information technology security and are very interested in Biometric solutions. Maritime and Air transport continue to look for solutions for safety concerns. Finally, large real estate and other developments are presenting new opportunities.

Contact Paul Gaspari and visit
<http://www.buyusa.gov/philadelphia/trademissions.html>